

ORDER



Orders
Order / Rev: 707734
Alt Order #: 06286505
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 336
Flight Dates: 08/22/12 - 08/26/12
Original Date / Rev: 08/20/12 / 08/21/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	80	\$111,350.00	\$94,647.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	80	\$111,350.00	\$94,647.50	0.00
Totals	80	\$111,350.00	\$94,647.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	08/22/12	08/24/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	--WTF--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--			3			\$650.00		0.00			
E 2	WUSA	08/22/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a	--WTF--	:30	6	\$350.00	P-2	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--			6			\$350.00		0.00			
E 3	WUSA	08/22/12	08/24/12	Price Is Right The Price is Right	CM	11a-12p	--WTF--	:30	6	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--			6			\$1,200.00		0.00			
E 4	WUSA	08/22/12	08/24/12	DT Daytime	CM	9a-3p (12:30 PM-3:00 PM)	--WTF--	:30	6	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--			6			\$1,000.00		0.00			
E 5	WUSA	08/22/12	08/24/12	3-4p The Doctors	CM	3-4p	--WTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--			3			\$600.00		0.00			
E 6	WUSA	08/22/12	08/24/12	4-5p Dr. Phil	CM	4-5p	--WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--			3			\$800.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WUSA	08/22/12	08/24/12	9 News @ 5p 9 News @ 5p	CM	5-6p	--WTF--	:30	6	\$800.00	P-1	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	--WTF--		6			\$800.00		0.00				
E 8	WUSA	08/22/12	08/24/12	9 News @ 6p 9 News @ 6p	CM	6-630p	--WTF--	:30	6	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	--WTF--		6			\$1,200.00		0.00				
E 9	WUSA	08/22/12	08/24/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	--WTF--	:30	6	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	--WTF--		6			\$1,200.00		0.00				
E 10	WUSA	08/22/12	08/24/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	--WTF--	:30	6	\$2,500.00	P-1	0.00	NM	6	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	--WTF--		6			\$2,500.00		0.00				
E 11	WUSA	08/22/12	08/24/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	--WTF--	:30	6	\$2,750.00	P-2	0.00	NM	6	\$16,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	--WTF--		6			\$2,750.00		0.00				
E 12	WUSA	08/22/12	08/24/12	Letterman Late Night with David Letterman	CM	1135P-1237A	--WTF--	:30	6	\$900.00	P-2	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	--WTF--		6			\$900.00		0.00				
E 13	WUSA	08/25/12	08/25/12	8-10a Sa CBS This Morn CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-----S-		2			\$300.00		0.00				
E 14	WUSA	08/25/12	08/25/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-----S-		2			\$600.00		0.00				
E 15	WUSA	08/25/12	08/25/12	CBS Evening News Satu CBS Evening News Saturday	CM	Sat 630-7p	-----S-	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-----S-		2			\$1,000.00		0.00				
E 16	WUSA	08/25/12	08/25/12	Sat Prime A Crimetime	CM	SAT 8-9p	-----S-	:30	1	\$2,500.00	P-1	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-----S-		1			\$2,500.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	WUSA	08/20/12-08/26/12	Sat Prime A		SAT 8-9p	-----Sa--	:30	(\$2,500.00)	0.00	NM				
	See MG 16.2, 16.3														
	2	WUSA	08/25/12-08/25/12	NFL Pre-Season Football		Pre-Season Footb	-----Sa--	:30	\$4,500.00	0.00	NM				
	Ⓜ MG for 17.1, 18.1, 16.1														
	3	WUSA	08/25/12-08/25/12	NFL Pre-Season Football		Pre-Season Footb	-----Sa--	:30	\$4,500.00	0.00	NM				
	Ⓜ MG for 17.1, 18.1, 16.1														
E 17	WUSA	08/25/12	08/25/12	Sat Prime B Crimetime	CM	SAT 9-10p (9:00 PM-10:00 PM)	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-----S-		1			\$3,000.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	WUSA	08/20/12-08/26/12	Sat Prime B		SAT 9-10p	(9:00 PM-10:00 PM)-----Sa--	:30	(\$3,000.00)	0.00	NM				
	See MG 16.2, 16.3														
E 18	WUSA	08/25/12	08/25/12	Sat Prime C 48 Hrs	CM	SAT 10-11p (10:00 PM-11:00 PM)	-----S-	:30	1	\$3,500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-----S-		1			\$3,500.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WUSA	08/25/12	08/25/12	Sat Prime C 48 Hrs	CM	SAT 10-11p (10:00 PM-11:00 PM)	-----S-	:30	1	\$3,500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$3,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WUSA	08/20/12-08/26/12		Sat Prime C	SAT 10-11p		(10:00 PM-11:00 PM)-----Sa--	:30		(\$3,500.00)		0.00	NM		
See MG 16.2, 16.3															
E 19	WUSA	08/25/12	08/25/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	2	\$2,750.00	P-2	0.00	NM	2	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	2		\$2,750.00		0.00						
E 20	WUSA	08/26/12	08/26/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	2		\$3,000.00		0.00						
E 21	WUSA	08/26/12	08/26/12	McLaughlin Group The McLaughlin Group	CM	Su 12p-1230p	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$2,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WUSA	08/20/12-08/26/12		McLaughlin Group	Su 12p-1230p		-----Su	:30		(\$2,000.00)		0.00	NM		
See MG 21.2															
[Prgm Change] Tennis															
2	WUSA	08/25/12-08/25/12		The McLaughlin Group (Sa)	Sat 730-8p		-----Sa--	:30		\$2,000.00		0.00	NM		
Ⓜ MG for 21.1 08/26															
E 22	WUSA	08/26/12	08/26/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	2		\$1,000.00		0.00						
E 23	WUSA	08/26/12	08/26/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	2	\$2,750.00	P-2	0.00	NM	2	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	2		\$2,750.00		0.00						
													Totals	80	\$111,350.00